

# **CHAPTER I**

## **INTRODUCTION**

### **I.1. Background of the Study**

Globalization makes the competition harder for all kinds of markets, including the automotive market. It means that in this globalization era, business people have to work extra hard to gain larger markets. One of the ways to gain market is by using advertising in English, because English is an international language that almost everyone knows in this world.

For that particular reason, Honda has tried to use English on their advertisement campaign for the last decade in Indonesia. This is not the only purpose that Honda wants to achieve, like gaining larger markets and trying to emphasize a good brand image, by using English in their advertisement campaign. It is hoped that by using English in advertisement campaign, Honda could emphasize a brand image on their products in the customers' mind and could also describe their target market from each of the products that they sold.

Based on that background, I propose to know how and to what extent the English language is used in an advertisement campaign in one of Honda's showrooms in Bandung.

## **I.2. Identification of the Problem**

The problem that I propose to analyze is expressed in these questions:

1. Can the use of English in Honda's advertisement emphasize a brand image of the cars in customers mind?
2. Can the use of English in advertisement of Honda's cars could describe its target market?

## **I.3. Objectives and Benefits of the Study**

This study has objectives as follows :

1. To measure the significance of English competence in emphasizing a brand image in Honda's advertisement campaign.
2. To obtain the answers whether Honda is succeeded in describing its target market using English in their advertisement campaign.

The benefits from this study are :

1. This study will talk about the use of English in an advertisement on emphasizing a brand image in customers' mind.
2. This study will talk about the professional insight on using English in advertising to make customers know about the target market of the products.

This study will discuss how the use of English in an advertisement can emphasize a brand image on customers' mind. Thus, the company

could get more benefits in a long run. It is hoped that this study can also describe the target market or segmentation of a product.

I ultimately wish to use this simple research as a process of data-collecting for learning more about advertisement in general and the purpose of advertisement in particular.

#### **I.4. Concise History of PT. Honda Prospect Motor**

Honda Motor Co. Ltd. was established in Japan in 1948 and since then Honda has always tried to make innovation in product that could make customers satisfied.

Meanwhile in Indonesia, PT. Honda Prospect Motor is Indonesia's main dealer of Honda Automotive of which the business principle is sole agent, and assembler of Honda Automobiles and Component. Honda's car has entered Indonesia since early 1970. After entering the Indonesian market, Honda has established a factory to start assembling parts of cars to fulfill the customer's needs for their cars. As time goes by, the number of sales of Honda's car is getting higher and higher. Thus, Honda also starts to build more showrooms and repair shop therefore Honda's customers does not have to worry about the services of their car.

In 2004, PT. Honda Indosal Pasteur was established at Jl. Pasteur. This showroom is meant to meet the customer's needs in service link and for a showroom which more representatives and near their home. Therefore, PT. Honda Indosal Pasteur always tries to fulfill all Honda's customer's satisfaction in both Honda's product and services.

### **I.5. Product/Service of PT. Honda Prospect Motor**

As one of the best car manufacturers in the world and one of the leading market shares of automotive market in Indonesia, PT. Honda Prospect Motor provides some products of cars and services to meet their customers' needs as follows :

1. Providing cars of good quality that meet different kinds of customers' needs.
2. Making engine parts (cylinder head, cylinder block).
3. Making body parts (hood, comp, roof, floor, floor FR/RR).
4. Making a car to sell overseas (Stream).
5. Providing a good service and repair service link in all over Indonesia.

### **I.6. Limitations of the Study**

The research that I would like to focus on is Honda's slogan on advertisement campaign which uses English. This service includes the above and under the line advertisement that can create new opportunities and make a new market to gain more benefits and more market share.

### **I.7. Layout of the term paper**

This term paper starts with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which I acknowledge the work and contribution of other parties. After that is the Table of Contents, followed by its five chapters:

Chapter I is the introduction to the analysis  
Chapter II contains the library research  
Chapter III deals with the performance of the research  
Chapter IV contains the result and discussion of the research  
Chapter V contains the conclusion, the present writer's comments and suggestions.

In the final part, I present successively the Bibliography and the Appendices.